

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion- Kalachakra Initiation Ceremony held at Amaravathi in Guntur District from 5th to 16th of January, 2006 – Media proposals for Telecasting of Advertisement Spots through Network 18 (CNBC) - Amount Sanctioned - Orders - Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 861

Dated: 24-10-2009

Read the following:

1. Govt Lr. No. 144051/PMU/PRO/2005, dt.03.12.2005, of YAT&C (PMU) Department.
2. Invoice No.CNBC/END/05-06/03/114, Dt. 31.03.2006 of CNBC TV 18,
Mumbai.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements, through Electronic Media, on regular basis as a part of the promotional initiatives. As a follow up of these initiatives, this Department has issued a work order vide Government letter 1st read above to Telecast the advertisement Spots (Branded) throughout the world in connection with Kalachakra Initiation Ceremony held at Amaravathi in Guntur District during 5th January, to 16th January-2006., to CNBC TV 18. After Telecasting the Advertisements as per the work order, the above said media company through their letter 2nd read above, has forwarded a bill amounting to Rs. 18,73,400/- requests for payment.

Sl.No.	Name of the Agency	Invoice No./Dated	Amount
1.	CNBC TV 18	Invoice No.CNBC/END/05-06/03/114, Dt.31.03.2006	Rs. 18,73,400/-

2. After careful examination of the matter, the Government hereby accord sanction an amount of Rs.18,73,400/- (Rupees Eighteen Lakhs Seventy Three Thousand Four Hundred only) towards Telecasting the advertisement Spots, through M/s. CNBC TV 18, Mumbai.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan SH (12) – Advertisement for Promotion of Tourism, - 260 – Advertisements, sales and publicity Expenses.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. CNBC TV 18, Mumbai, after deducting Tax, payable to the Income Tax Department at appropriate rates.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**JAYESH RANJAN
SECRETARY TO GOVERNMENT (T)**

To

M/s. CNBC TV 18, Mumbai.

The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.

The Deputy Pay & Accounts Officer, A.P. Secretariat Branch, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.

SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER